

W K 3 6 0

Building trust and growing sales

HiPP Organic optimised imagery showcase

In partnership with



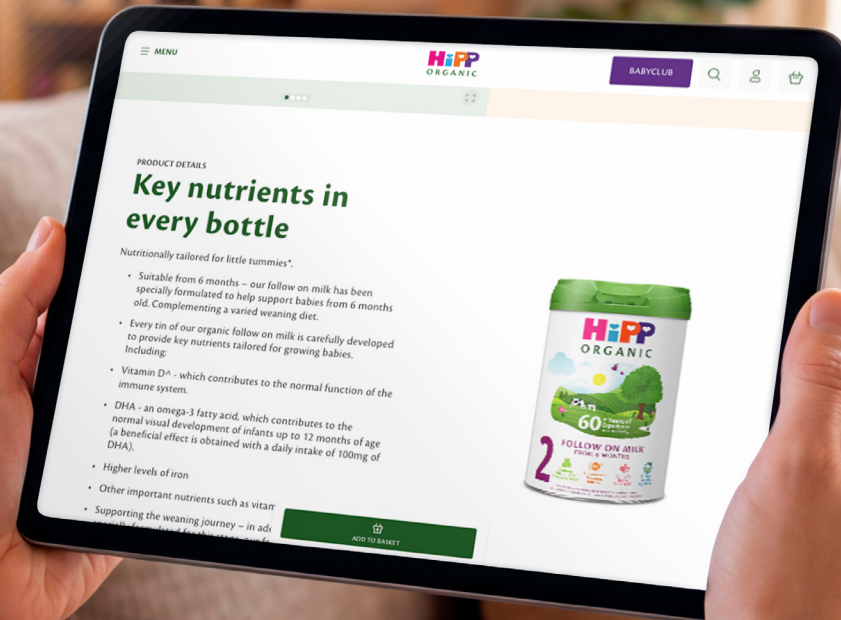
Intro

For more than 125 years, HiPP Organic has been helping parents make confident choices about infant nutrition. Built on a commitment to nutritional expertise, organic ingredients, and rigorous quality standards, the brand has earned the trust of families across Europe through products designed to support babies and children at every stage of development.

As its product portfolio grew across baby milks, jars, trays and bottled products, HiPP Organic needed a way to create consistent, high-quality imagery that could work effectively across e-commerce platforms while maintaining absolute accuracy.







The challenge

In e-commerce, customers often make purchasing decisions in a matter of seconds. For HiPP Organic, ensuring products were easy to identify online was becoming increasingly important, particularly when many products within the range feature only subtle differences between age groups and nutritional stages.

The team recognised the potential of CGI to deliver consistency across the entire range while removing many of the limitations associated with traditional product photography. At the same time, they wanted to improve how products appeared online by creating imagery specifically optimised for e-commerce environments.

The challenge was more than an exercise in creating attractive product visuals. Accuracy was critical; parents rely on clear information when selecting products for their children, and even minor differences between packs can have significant importance. Every image needed to reflect the product faithfully while remaining clear and easy to understand across every retail platform.

How we support HiPP

WK360 worked closely with HiPP Organic to develop a comprehensive CGI image library covering both the baby milk and baby food ranges.

Using CGI we created a consistent visual standard across a wide variety of packaging formats, including tins, bottles, jars and trays. More importantly, it provided the control needed to manage the fine details that matter so much within the infant nutrition category.

Particular care was taken with the food products themselves. For the tray and jar ranges, it was essential that the appearance of the contents accurately reflected the product inside. Colour, texture and consistency all had to be carefully represented, especially where products differed only slightly between age groups.

This level of precision required close collaboration throughout the approval process. Every element was reviewed against both brand and compliance requirements to ensure the finished imagery was not only visually consistent but also accurate and trustworthy.

The result was a scalable image creation process capable of supporting an extensive product range while maintaining complete confidence in every asset produced.





Accuracy that nurtures trust

When working with infant nutrition products, accuracy goes beyond aesthetics. It directly supports consumer confidence.

Many of HiPP Organic's products are designed for specific stages of development, with packaging and product variations that can appear subtle to the untrained eye. Ensuring those differences were represented correctly was a key part of the project.

Through CGI, we were able to carefully control every aspect of the imagery, from packaging details through to the appearance of the product itself. This gave HiPP Organic confidence that customers were seeing the right information, while helping retailers present the range consistently across every touchpoint.

The project demonstrated how creative production and compliance can work hand in hand. The imagery needed to look great, but it also needed to be right first time.





Optimised for e-commerce

Once the CGI image library had been approved, attention turned to improving how the products performed online.

The original CGI assets provided the perfect foundation for a second phase of optimisation focused specifically on e-commerce. The aim was to make products easier to identify and purchase when viewed on smaller screens, where pack details can often become difficult to read.

Working from the approved imagery, we refined the assets to prioritise the information customers need most when browsing online. Certain non-essential elements were removed while key product details were given greater prominence, helping products remain clear and recognisable even at thumbnail size.

The result was a suite of e-commerce-ready assets designed around real customer behaviour. Whether viewed on a desktop, tablet or mobile phone, the imagery made it easier for parents to find the right product quickly and confidently.



Digitally
optimised



On-shelf
version

A foundation for future growth

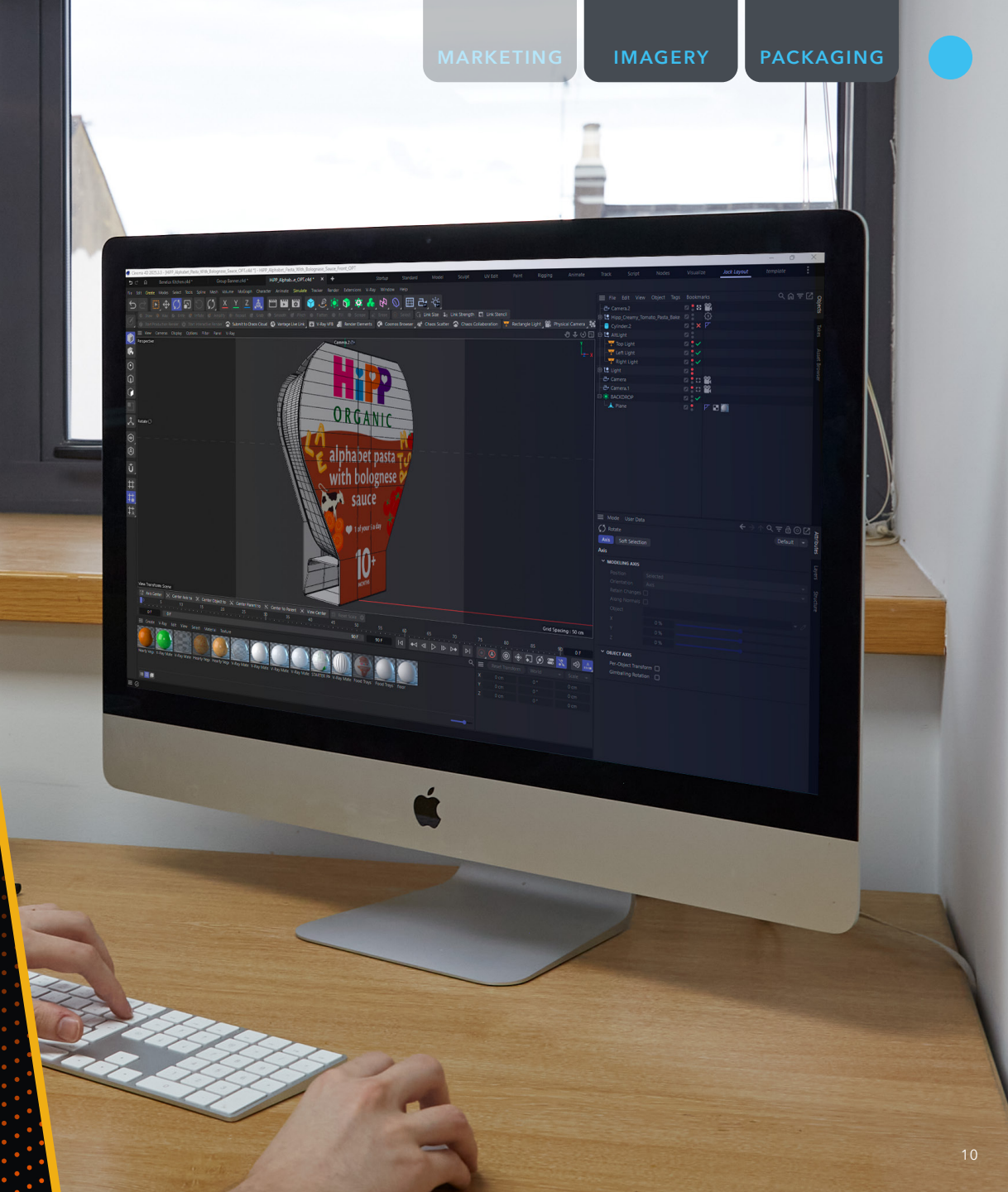
As the relationship developed, our role evolved beyond image creation.

Today, WK360 holds the master CGI models for HiPP Organic's core product ranges, creating a long-term platform for future product launches and packaging updates.

Rather than recreating imagery from scratch every time a new product is introduced, approved artwork can simply be applied to the existing master models. This dramatically reduces production time while ensuring consistency across the range.

For HiPP Organic, this means new products can be brought to market more efficiently, packaging updates can be implemented quickly, and brand consistency remains protected throughout the process.

Most importantly, it provides a scalable solution that grows with the brand, making future launches simpler, faster and more cost-effective.





The outcome

What began as a requirement for consistent product imagery has become an ongoing partnership built around accuracy, efficiency and scalability.

By combining CGI production, e-commerce optimisation and master asset management, WK360 has helped HiPP Organic create a content ecosystem that supports the brand across every stage of the product lifecycle.



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Marketing Imagery Packaging

Launch fast
Launch at scale
Launch with ease

Always on brand.

